



Increase your sales with a hassle-free Microsoft Dynamics CRM

Our Dynamics CRM solutions are flexible, easy tools to help streamline your marketing processes, track your sales pipeline, build better customer relationships and much more.

If you want to get going with our pre-defined off-the-shelf product, we can deploy it for you in 24 hours. Does a bespoke Dynamics CRM sound more your thing? Find out more about both inside.



Get in touch to discover how Dynamics CRM can transform your business.
email: letstalk@axon-IT.com

Hassle-free CRM for SMEs from Axon



We know that most SMEs are never going to need the Enterprise version of Microsoft Dynamics CRM. That's why we've developed a quick, easy and cost-effective alternative.

No lengthy and costly implementations - our Dynamics CRM solutions are flexible, with off-the-shelf and bespoke Dynamics services to fit a range of priorities and timescales.

The best bit? You can access your CRM in just 24 hours!

You can benefit from our specific Sales, Events, Manufacturing or Training CRM solutions to suit your needs!



Streamlined operations

Dynamics automates manual processes and integrates data across different functions, leading to increased efficiency and productivity.



Better customer engagement

With its advanced CRM capabilities, Dynamics helps you create personalised customer experiences and build stronger relationships.



Insights-driven decision making

With real-time data and actionable insights, Dynamics helps you make informed business decisions and drive growth.



Scalability and flexibility

Dynamics is a cloud-based solution that can grow and adapt to your business needs, allowing you to seamlessly upscale your CRM as your business grows.



Seamless integration

Dynamics integrates with a wide range of Microsoft and third-party tools, enabling you to work smarter and more efficiently.



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CRM solutions user needs comparison

We've conducted extensive research to design our off-the-shelf solutions so they cover your most important needs.

User needs	Sales Solution	Manufacturing Solution	Events Solution	Training Solution
REPORTING: Users need to analyse aspects of their businesses performance to find areas to improve.	✓	✓	✓	✓
FOLLOW A SALES PROCESS: Users need to follow a uniform process so each prospect passes through the correct stages of the sales pipeline, which ensures an accurate and consistent service.	✓	✓	✓	✓
TRACK STAGES OF SALES PIPELINE: Users need to monitor critical actions inside the stages of the sales pipeline.	✓	✓	✓	✓
SAVE CUSTOMER / SERVICE DATA: Users need to save critical data so they can cater to their consumer needs, and track, report / analyse their business performance.	✓	✓	✓	✓
COMMUNICATE: Users need to record all consumer communications so they can better cater to their needs and ensure consumer expectations are met.	✓	✓	✓	✓
GENERATE / ADD NEW LEADS: Users need to enter new customers into the sales pipeline, increasing the likelihood of a sale.	✓	✓	✓	✓
PROJECT TASK PLANNING, ORGANISING & MANAGING: Users need to plan, organise and manage all the necessary tasks required to perform their core service functions.	✗	✓	✓	✓
TAKE BOOKINGS: Users need to sell tickets and / or take bookings for their service.	✗	✗	✓	✓
TENDERING: Users need to tender for funding or for the certification to run services for external entities.	✗	✗	✓	✓
BASIC PRODUCT MANAGEMENT: Users need a basic foundation that allows them to manage the products they sell, such as updating and sharing product information, marketing their products and monitoring stock levels.	✓	✓	✗	✗
ENHANCED PRODUCT MANAGEMENT Users need enhanced functions to manage the products they sell and / or manufacture, such as updating and sharing product information, marketing their products, monitoring product materials, automatically ordering new stock / materials and monitoring days to manufacture and stock levels.	✗	✓	✗	✗



Sales CRM for SMEs made simple

SMEs struggle every day to track their sales pipeline

The key issues that SMEs face when following their sales process:

- Reports lacking information
- Disorganised and unclear sales processes
- Inefficient manual processes
- Poor external and internal communication

Here's how Axon's Dynamics sales CRM solution makes SMEs' issues a thing of the past:

- Receive detailed and accurate data
- Streamline and simplify sales processes
- Automate previously long and tedious repetitive tasks
- Easily communicate with customers and staff



Easy CRM for events businesses



SMEs are facing challenges in the events industry

Is your business involved in organising and running events? Some of the biggest challenges in the industry include:

- Complex pre-event task lists
- Staff organisation and scheduling
- Tracking budgets and avoiding overspending
- Sticking to timelines

How can Dynamics help?

Here are just a few of the improvements that Axon's Dynamics events CRM solution is bringing to the events industry:

- Seamlessly organise customer and event data
- Get long and laborious tasks done in a fraction of the time
- Streamline and simplify sales processes
- Boost communication with customers and partners
- Sticking to timelines

Take your manufacturing business to the next level



Is your manufacturing business facing challenges like these?

We've identified a few main pain points that manufacturing businesses often battle with. Some of the biggest challenges in the industry include:



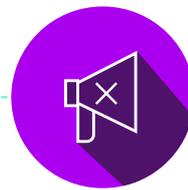
Reports which lack information



Complex and lengthy task lists



Disorganised and unclear sales processes



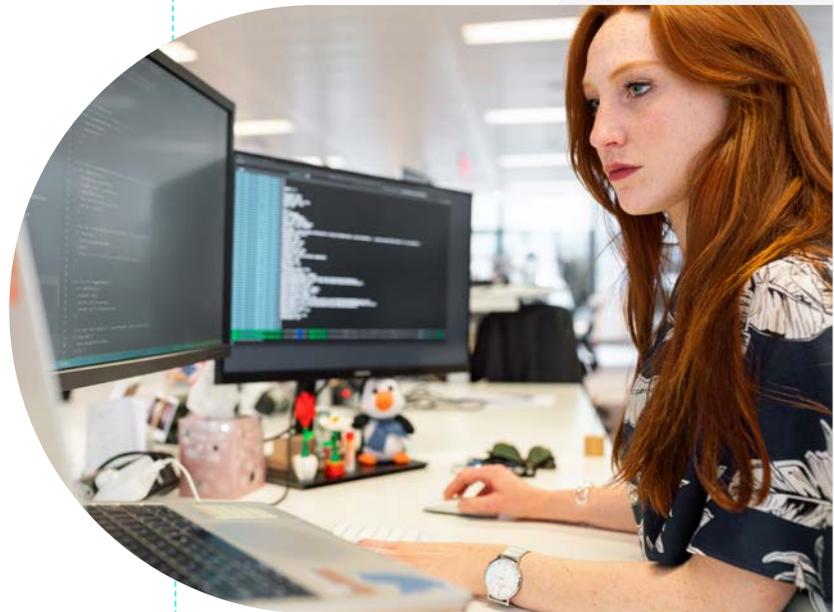
Poor external and internal communication



Issues accurately updating product and materials stock levels

Axon's Dynamics manufacturing CRM solution gets the most out of Microsoft Dynamics 365 to make running a manufacturing SME simple. Here are just a few of the improvements that Dynamics is bringing to the manufacturing industry:

- Seamlessly organising customer data
- Automating previously long, tedious and repetitive tasks
- Streamlining and simplifying sales processes
- Boosting communication with customers and partners
- Organising and managing manufacturing materials and products



Get in touch to find out more about how **Dynamics is revolutionising manufacturing businesses**. It can bring huge benefits for your business, as well as additional revenue.
email: letstalk@axon-IT.com

Manufacturing made easy



Follow a sales process

Ensure your staff follow a uniform sales process that guarantees an accurate and consistent customer experience.



Enhanced product management

Dynamics helps manufacturing SMEs to manage and organise the products they sell and the materials used in the manufacturing process, by handling tasks such as recording/updating product information, monitoring stock levels, automatically restocking and tracking manufacturing schedules/deadlines.



Easily plan, organise and manage your business

Dynamics enables manufacturing SMEs to easily plan, organise and manage the tasks needed to successfully run their businesses.



Simplify your sales

The capabilities of Dynamics - including acquiring leads and creating quotes and invoices, makes struggles with sales a thing of the past.



Analyse and report on business performance

Dynamics can display and analyse your business's data in a way that's simple and easy to manage, which allows you to identify new ways to improve your processes.



Track stages of the sales pipeline

Use Dynamics to monitor critical actions inside the stages of your sales pipeline to see which areas of your services, sales processes and staff are performing well and which are in need of improvement.



Save customer and service data

Dynamics keeps critical data saved and tracked in order to better cater to the needs of your customers, with task lists, custom fields, SharePoint integration and more.



Communicate with customers and partners

Custom email templates, signatures and Outlook integration within Dynamics allows you to ensure the service expectations of customers and partners are met.



Generate new leads

Use Dynamics to easily enter new customers into the sales pipeline, increasing the likelihood of a sale.

Training CRM for businesses made simple

Is your training business facing these challenges?

After extensive research, we have identified the main issues that SMEs involved in the training industry are facing. Is your business facing issues like these?



Reports which lack information



Inefficient manual processes



Complex organisational task lists



Poor external and internal communication

Axon's Dynamics training solution makes use of the power of Microsoft Dynamics 365 to easily manage your entire business. Here's how Dynamics makes issues for businesses a thing of the past:

- Receive detailed and accurate data
- Set task reminders to manage timetables, plan lessons and organise training materials
- Streamline and simplify sales processes
- Automate previously long, tedious and repetitive tasks
- Easily communicate with customers and staff





Training made simple

Streamlined operations

Dynamics automates manual processes and integrates data across a variety of functions, leading to a boost in efficiency and productivity. This allows you to plan,organise and manage all the necessary tasks/processes that are required for your training service, such as managing timetables, planning lessons, organising training materials and setting task reminders.

Insights-driven decision-making

With real-time data and actionable insights, Dynamics helps you make informed business decisions and drive growth. Keep on top of your business with sales performance reports, KPI management, and a wide range of detailed dashboards and charts.



Monitor student progress

Axon's Dynamics solution for training businesses allows users to analyse important areas of their service such as student progress, student attendance and staff performance.

Save student/training service performance data

Keep critical data saved and tracked in order to better cater to the needs of your students.

Follow a sales process

Using Microsoft Dynamics will help ensure your staff follow a uniform sales process that guarantees an accurate and consistent service.

Better student communication

With its advanced CRM capabilities, Axon's Dynamics solution for training businesses helps you create personalised student experiences and build stronger relationships via clear communication. The better you communicate with your students, the more you will understand their needs, which will enable you to help them reach their potential.

Track stages of the sales pipeline

Monitor critical actions inside the stages of your sales pipeline to see which areas of your services, sales processes and staff are performing well and which are in need of improvement.

Generate new leads

Easily enter new students into the sales pipeline, increasing the likelihood of a course booking.

Take bookings

Axon's Dynamics solution for training businesses allows you to easily take bookings from students interested in your training service.

Tender for course funding

Use Axon's Dynamics solution for training businesses when tendering for funding for externally funded training courses. You can organise/record meetings with funding bodies to better understand the funding criteria and display data that demonstrates your ability to provide a return of investment.

Scalability and flexibility

Dynamics is a cloud-based solution that can grow and adapt to your business needs, allowing you to effortlessly upscale your CRM as your business grows.

Seamless integration

Dynamics integrates with a wide range of Microsoft and third-party tools, enabling you to work smarter and more efficiently, connecting with a variety of other software to suit the unique needs of your business.



Get in touch to discover how Dynamics can transform your business and bring in new revenue streams for you.

email: letstalk@axon-it.com

Dynamics bespoke services

We also offer flexible Microsoft Dynamics 365 implementation services to fit a range of priorities and timescales. We are at hand to perform a custom project, where our Dynamics consultants will scope out and define your Dynamics CRM requirements. Then, refine and install a custom Dynamics solution tailored to your unique needs.

Our custom Dynamics service follows a five-stage process



Stage 1: Understand

One of our company values is to “find solutions to problems that haven’t been solved before.” We will work with you to figure out your problems and understand what you desire and require from your CRM.

Once we have conducted our research, our next step is to analyse and define the most pressing issues that need to be solved by your new CRM.



Stage 2: Design

This is the stage where we start to bring to life the solutions that are going to meet your needs. At this stage, we collaborate with you to create the project plan, configure our internal project management systems, and initiate our client onboarding process.



Stage 3: Validate

Having laid out the blueprint for the design of your new CRM, the next step is to fine-tune the details of the design and create a more lifelike model of how the CRM will look and function. We then validate this prototype by testing it with you to make sure that the solution we have come up with is user friendly, accessible and solves the problems we originally intended it to.



Stage 4: Launch

Once we have validated each aspect of the design, it’s time to build and launch the solution. We also create training material and deliver the necessary training packages, which can include sessions for administrators, super-users, and end-users.



Stage 5: Support

After launching the solution, we offer a Managed Service solution and a platform that manages all aspects of the project, including traditional help-desk support, user training, change requests, project management, technical consulting, and development work.



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